

## IN THE CLAIMS

1. (Currently Amended) A method comprising:

~~permitting a search;~~

~~in response to a user request, displaying a search result, the search result comprising a web page including a listing of a sponsoree[[:]] and incorporating a designated active and browseable web page of a single sponsor on the same page as the listing of the sponsoree search result, wherein if the wherein no further browsing is required to see a content of the incorporated web page; and~~

~~wherein the sponsoree has full control of the web page associated with the listing of the sponsoree, and may at any time, upon logging into the system and paying a subscription fee, replace the web page of the sponsor with any other universal resource locator (URL) data; and~~

~~in response to a search request, displaying a plurality of available results on a single page, each of the results listed with an essential element missing to force a user to display the web page including a listing of a single sponsoree and the browseable web page of the associated sponsor.~~

2. (Currently Amended) The method of claim 1, further comprising:

displaying a the plurality of results on a the single page, with no sponsors; and

when a user selects a single result from the plurality of results, subsequently displaying the selected result with the incorporated designated web page of a sponsor.

3. Cancelled

4. (Original) The method of claim 3, wherein the essential element comprises a telephone number in a telephone directory.

5. (Previously Presented) The method of claim 4, wherein the plurality of results, are displayed with a "call now button" that automatically connects the user with a listee-sponsoree selected.

6. (Original) The method of claim 5, wherein a telephone call using the call now button is free to the user.

7. (Original) The method of claim 6, wherein the telephone call may be charged to one of the following: the listee selected, the sponsor of the listee selected, or another sponsor.

8. (Original) The method of claim 5, further comprising playing a advertising to the user prior to connecting the user with the listee selected.

9. (Original) The method of claim 5, further comprising playing an advertising to the listee prior to connecting the user with the listee.

10. (Original) The method of claim 1, further comprising displaying a licensee's data if the user connected to the directory from a licensee.

11. (Original) The method of claim 10, further comprising tracking the user for statistical and revenue sharing purposes.

12. (Currently Amended) A method comprising:

permitting a sponsor to purchase a sponsorship of at least one listing based on a one or more criteria; and

    identifying a designated web page for incorporation on the same page as the listing when the sponsored listing is displayed as a search result, the designated web page being fully browseable to a user viewing the sponsored listing; and

    enabling a listing owner to bump the sponsorship of the listing to provide the listing owner full control of the web page associated with the listing of the listing owner, who at any time, upon logging into the system and paying a subscription fee, may and remove the web page of the sponsor and replace the web page of the sponsor with any other universal resource locator (URL).

13. (Original) The method of claim 12, wherein the criteria comprises one or more of the following: a ZIP code, a city, a region, a telephone number, an SIC code, a demographic, a keyword, or an individual listing.

14. (Original) The method of claim 13, wherein the demographic may be selected by a location of a user of the search.

15. (Original) The method of claim 13, wherein the demographic may be based on a SIC code.

16. (Original) The method of claim 13, wherein the demographic may be based on a category of the listing.

17. (Original) The method of claim 12, further comprising:  
receiving a request for sponsorship of a group based on the criteria;  
determining if the group is available for sponsorship; and  
if the group is available for sponsorship, quoting a list price for the group.

18. (Original) The method of claim 17, further comprising:  
if the sponsor agrees to pay the list price,  
requesting the designated web page from the sponsor; and  
adding the sponsor and the designated web page into a database.

19. (Original) The method of claim 18, further comprising:  
linking the selected listee to the sponsor's web page;  
designating a length of time the sponsor is linked to the listee;

selecting a number of times the sponsor wants the sponsor's page to be shown;  
and  
setting a price for the sponsor.

20. (Original) The method of claim 18, wherein setting the price comprises setting a price per impression or setting a price per time period.

21. (Original) The method of claim 17, further comprising:  
if the sponsor declines to pay the list price,  
prompting the sponsor to enter a bid for the sponsorship of the group; and  
opening an auction for the sponsorship of the group.

22. (Original) The method of claim 17, further comprising:  
notifying bidders of the sponsorship of an outcome of the auction; and  
requesting the designated web page for the group from the sponsor who won;  
and  
adding the sponsor and the designated web page into a database.

23. (Original) The method of claim 12, wherein the sponsorship comprises a price for each impression of the sponsor's designated web site with the at least one listing.

24. (Original) The method of claim 12, wherein the sponsorship may be a self-sponsorship, such that a web page displayed is a web page of the listee.

25. (Currently Amended) An apparatus for showing search results comprising:

- a database including a plurality of searchable listee-sponsoree listings;
- a user interface for receiving a search from a user;
- a searching logic for searching the plurality of listee-sponsoree listings in response to the search;
- a linking logic for linking a listee-sponsoree result of the search to a sponsor, the linking logic enabling the listee to remove the sponsor from the listing to provide the listee-sponsoree with full control of the web page associated with the listing of the listee-sponsoree;
- a subscription logic to enable the listee-sponsoree to log into the system and upon paying a subscription fee, replace the web page of the sponsor with any other universal resource locator (URL); and
- the user interface for displaying data of the listee-sponsoree that is the result of the search and incorporating a designated fully navigable web page of the sponsor on the same page as the result.

26. (Original) The apparatus of claim 25, further comprising the linking logic for linking a licensee to the listee and the sponsor.

27. (Previously Presented) A method comprising:

- displaying data of a listee-sponsoree in response to a search; and

displaying an active web page of a sponsor associated with the listee-sponsoree on the same page as the data of the listee-sponsoree, such that the active web page is accessible while reviewing the data of the listee-sponsoree, wherein no further browsing is required to see a content of the web page;

wherein the listee-sponsoree has full control of the active web page associated with the listee-sponsoree's listing, and may at any time, upon logging into the system and paying a subscription fee, replace the web page of the sponsor with any other universal resource locator (URL).

28. (Previously Presented) The method of claim 27, wherein the data comprises Yellow Pages information.

29. (Previously Presented) The method of claim 27, further comprising:  
enabling the listee-sponsoree to self-sponsor the data of the listee-sponsoree, such that the listee-sponsoree's active web page is displayed with the data of the listee-sponsoree.

30. (Previously Presented) The method of claim 27, wherein the data of the listee-sponsoree is displayed in less than twenty percent of a visible page, while the active web page of the sponsoree is displayed in a remainder of the visible page.